CULTURAL MARKETING PLAYBOOK





Why Culture Matters In today's entertainment landscape, cultural fluency is a strategic advantage.

Whether you're launching a film, docuseries, or streaming platform, these five trends will help your marketing resonate, not just reach.



HYPER-NICHE IS THE NEW MAINSTREAM KEY

Key Insight:

Micro-communities are more powerful than broad demos.

- [] Research your audience's subcultures and passion points.
- [] Identify niche platforms or influencers they trust.
- [] Customize content to feel native to their world.



Key Insight: Lived experience matters more than optics.

CHECKLIST

- [] Hire cultural consultants from the target audience.
- [] Avoid tokenism—collaborate authentically.
- [] Reflect community language, tone, and values.

AUTHENTIC REPRESENTATION OVER OPTICS



GLOBALIZATION, LOCALIZED



Key Insight:
Success comes from local relevance within global scale.

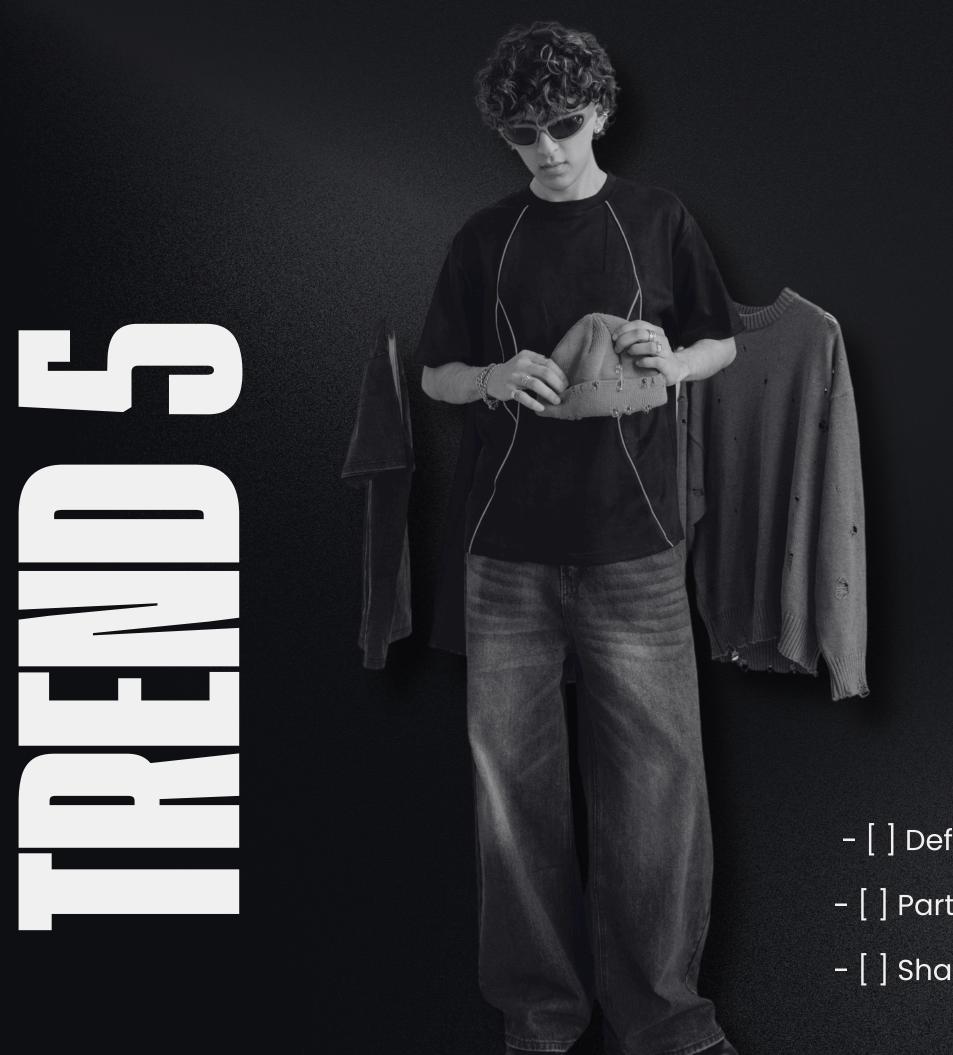
- [] Localize copy and visuals for each key market.
- [] Activate campaigns around regional holidays/events.
- [] Adapt voice, humor, and references.

REAL-TIME CULTURE MOVES FAST

Key Insight: Trends move at the speed of TikTok.

- [] Monitor trending audio, memes, formats weekly.
- [] Give teams creative agility to respond quickly.
- [] Plan for reactive content, not just pre-approved assets.





VALUES DRIVE AFFINITY

Key Insight: Consumers align with brands that stand for something.

- [] Define your brand's core cultural values.
- [] Partner with aligned organizations and advocates.
- [] Share behind-the-scenes efforts in sustainability, DEI, and access.





Marketing is no longer just about messaging—it's about meaning.

Lead with cultural intelligence and build deeper relationships.

Want help finding your tribe?
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